

# 24/7 News Network: A Paradigm Shift in the Media Industry

Ahmad Khairul Nuzuli

*IAIN Kerinci, Indonesia*

*Email: [ahmadkhairulnuzuli@ac.id](mailto:ahmadkhairulnuzuli@ac.id)*

## Abstract

This research aims to investigate the role of 24/7 news networks in transforming how the media industry presents, consumes, and interacts with news. To achieve this goal, the study conducts a literature review on the development and evolution of 24/7 news networks and their impact on society. The analysis results show that 24/7 news networks have significantly changed the media landscape. Firstly, their ability to deliver news instantly and in real-time has shifted traditional news reporting models that relied on print editions or scheduled broadcasts. Second, the adoption of multimedia formats in 24/7 news network platforms has enhanced interactivity and reader engagement in the news process. However, the media industry faces challenges in dealing with this phenomenon. The demand to provide non-stop news puts pressure on journalists and editors to remain relevant and accurate in delivering information. Additionally, the emergence of social news platforms has brought new issues related to the validity and credibility of news. This article also highlights the social impact of 24/7 news networks. Easy access to news anytime and anywhere has influenced how society consumes news and interacts with information. Moreover, ethical questions arise on how to manage the information overload presented by 24/7 news networks without compromising the reliability of sources.

**Keywords:** media paradigm, news network, mass media, 24/7, media transformation

## INTRODUCTION

The media industry has experienced a very rapid evolution along with the development of information and communication technology. The digital and internet revolution has drastically changed the way people consume news and information (SZABO, 2021). The tradition of print media and television broadcasts with a scheduled schedule is no longer the only main choice for people in searching for and getting news (Biocca, 2000). This phenomenon has paved the way for the emergence of 24/7 news networks, which offer news and information continuously, non-stop (Greer & McLaughlin, 2011).

This paradigm shift not only has an impact on the way the media presents news, but also has an impact on society's interaction with information. Previously, people had to wait for a certain time to get the latest news, but now they can easily access news in near real-time. This has created significant changes in news consumption patterns, with people increasingly relying on online news platforms for information (Zheng & Mason, 2022). Apart from that, the role of the media is also growing with the emergence of 24/7 news networks. Journalists and media editors are now faced with demands to provide news content quickly, accurately and non-stop. Technology has also changed the way journalists report news, with the adoption of new tools and multimedia techniques improving the quality and depth of coverage (Cottle & Rai, 2008).

Although 24/7 news networks have brought great benefits in terms of engagement and access to information, these developments have also raised serious challenges (Johnston & Forde, 2009). The speed and incessant flow of information can cause the rapid spread of fake news (hoaxes), which has a negative impact on people's trust in the media and the information presented (Kim et al., 2021). Additionally, the continuous nature of 24/7 news networks also raises questions about how to organize and filter the vast amount of information available to ensure its reliability and credibility (Pennycook & Rand, 2021).

Therefore, research on 24/7 news networks and paradigm shifts in the media industry is very important to understand the consequences and implications of this phenomenon in more depth. With a better understanding of the dynamics and impacts, strategic steps can be taken to overcome emerging challenges and maximize the positive potential of 24/7 news networks in supporting sustainable and accountable media development (Biocca, 2000) . Therefore, this research aims to investigate the role of 24/7 news networks in changing the way the media industry operates and interacts with society, as well as formulate appropriate policy recommendations to face the challenges presented by this paradigm shift (Zheng & Mason, 2022 ) .

The main problem of this research discusses the paradigm shift in the media industry due to the emergence of 24/7 news networks and how this affects the way people present, consume, and interact with news and information. The Impact on Journalism Practice is the demand to provide news content quickly and continuously can have an impact on the quality and integrity of the information presented. There is a conflict between the need to present news quickly (due to the demands of 24/7 news networks) and maintaining the accuracy and credibility of the information. The speed of information dissemination in 24/7 news networks can accelerate the spread of fake news, which reduces public trust in the media. The large amount of information available continuously can make it difficult for people to filter credible information, which can ultimately interfere with understanding and decision-making.

This change not only affects how news is consumed, but also how people interact with information, which can have an impact on public perception and participation in important issues. With the pressure to always be up-to-date, journalists and editors may face an ethical dilemma in ensuring that the news presented remains of high quality and integrity.

This research is important to find strategies and policies that can overcome the challenges faced by the media and journalism industry in the era of 24/7 news networks. Providing policy recommendations that can support better journalism practices and maintain public trust in the media.

The aim of this research is to analyze the paradigm shift in the media industry caused by the emergence of 24/7 news networks. This research aims to understand the role of 24/7 news networks in changing the way the media industry presents, consumes and interacts with news. Apart from that, this research also aims to identify the social impact of the 24/7 news network phenomenon on society and how to face the challenges arising from this change.

Based on the background that has been explained, this research tries to answer several key questions which are the focus of the research, namely: First, how has the 24/7 news network phenomenon changed the paradigm in the media industry?; Second, What are the significant changes that have occurred in the way the media presents and consumes news after the adoption of 24/7 news networks? Third, What is the role of 24/7 news networks in influencing public involvement in the news process? Fourth, What is the social impact of news networks ? 24/7 on the way people consume news and interact with information?, Fifth, How do journalists and editors face the challenge of providing news content continuously without sacrificing the accuracy and reliability of information?, Sixth, What is the role of social news platforms in changing the media landscape and What are the implications for the validity of the news?

By formulating the questions above, this research aims to provide a more comprehensive insight into the paradigm shift in the media industry caused by 24/7 news networks and its implications for society and journalism practice. It is hoped that the results of this research will provide valuable information for media practitioners, researchers and policy makers in facing the dynamics of the media industry which continues to develop.

## LITERATURE REVIEW

The theoretical framework on which this research is based is, First : Media Paradigm: This theoretical framework includes theories about media paradigms related to the evolution of media from print media and scheduled broadcasts to online media and 24/7 news networks. This theory will help understand how the paradigm shift in the media industry occurred and why 24/7 news networks have become a significant phenomenon (Potter et al., 1993) . Second, Reporting Theory: This theoretical framework includes theories about reporting and the process of preparing news. This theory will help explain changes in reporting practices caused by 24/7 news networks, such as the speed of presenting news and its impact on news quality (Nahdiah & Agustin, 2017) . Third, Social Media and Community Interaction: This theoretical framework will review theories about social media and community interaction with information. 24/7 news networks are often connected to social news platforms, and this theory will help understand how people interact with news and information through social media (Prus, 2017) . Fourth, Journalism Ethics: This theoretical framework will discuss theories about journalism ethics in the 24/7 news network era. Focus on how journalists and editors

maintain the integrity and quality of news in presenting continuous news content (Nasir et al., 2023) .

This research has important significance in several aspects: First, Contribution to the Understanding of the Media Industry: This research will contribute to the understanding of paradigm shifts in the media industry, especially regarding the adoption of 24/7 news networks. The results of this research will help identify new trends and patterns in news presentation and consumption that can be applied by media companies and policy makers. Second, Implications for Journalism Practice: This research will provide a more in-depth view of how paradigm changes in the media industry affect journalism practice. Thus, the results of this research can provide practical guidance and recommendations for journalists and editors in presenting news continuously without sacrificing the quality and integrity of the information. Third, Social and Cultural Impact: This research will also investigate the social and cultural impact of 24/7 news networks on society. This is important to understand how changing news consumption patterns can influence people's thinking, perceptions and participation in various issues and events.

This research has significant novelty because it answers actual phenomena in the media industry and society. The 24/7 news network is a media innovation that continues to evolve and has a major impact on the way we interact with news and information. Although there has been some research on changes in media and online news platforms, this research will provide a valuable contribution with a special focus on the role of 24/7 news networks in the paradigm shift in the media industry. The novelty of this research will also help identify the challenges and opportunities faced by the media and journalism industry in facing the dynamics of rapid media change.

## **METHOD**

This research will use a qualitative research approach with a descriptive and analytical approach. A qualitative approach will allow researchers to understand in depth the paradigm shift in the media industry and its implications for society. A descriptive approach will be used to describe the characteristics and trends associated with 24/7 news networks and reporting practices. Meanwhile, an analytical approach will help to understand the data obtained in more depth and identify patterns or themes that emerge from the research (Sugiyono, 2018) .

The steps in this research method include: First, Literature Study: The first step in this research is to conduct a comprehensive literature study on the topic under study, namely the paradigm shift in the media industry with the adoption of 24/7 news networks. Literature studies will help understand the theoretical framework and relevant concepts as well as the results of previous research related to this topic. Second, Data Collection: Data will be collected through several techniques, including interviews, observation, and content analysis. Interviews will be conducted with related parties, such as journalists, media editors and policy makers in the media industry. Observations will be carried out to directly observe reporting practices and public interactions with news and information. Content analysis will be conducted to identify patterns and trends in the news content presented by the 24/7 news network. Third, Data Processing and Analysis: The data obtained will be processed and analyzed systematically. Qualitative data from interviews and observations will be analyzed using an inductive approach, namely looking for patterns or themes that emerge from the data. Data from content analysis will be analyzed using a deductive approach, namely connecting the findings with the established theoretical framework. Fourth Interpretation of Results: The results of the analysis will be interpreted to illustrate the paradigm shift in the media industry brought about by 24/7 news networks, as well as its impact on society and journalism practice. This interpretation will connect the findings with relevant theories and provide a comprehensive understanding of the phenomenon under study. Fifth, Conclusions and Recommendations: Based on the results of the analysis and interpretation, conclusions will be drawn to answer the research questions and achieve the research objectives. In addition, recommendations will be put forward to face challenges and maximize the positive potential of 24/7 news networks in supporting sustainable and accountable media development.

This research will emphasize the validity and reliability of data by triangulating data, namely comparing and confirming findings from various data sources. The research process will follow strict research ethics, including permission and consent from research participants as well as protection of the privacy and confidentiality of information provided by participants.

The novelty of this study lies in the aspect of the 24/7 news network, which is a recent development in the media industry. Although there have been many studies on changes in media and online platforms, this study deepens the analysis of how the 24/7 news network has changed the paradigm in the media industry, especially in the way news is presented and consumed. - Another novelty of this study is the analysis of the social and cultural impact of the 24/7 news network on society. This study not only highlights changes in the media industry, but also how these changes affect the mindset, perception, and engagement of society in social issues. This study

also makes a new contribution by discussing the ethical challenges faced by journalists and editors in the context of continuous news presentation. This study explores the dilemma that arises between the need to be fast in reporting and maintaining the accuracy and integrity of information. This study uses a theoretical framework that covers various disciplines, such as media paradigms, news theory, social media, and journalism ethics. This multidisciplinary approach provides a more comprehensive perspective in understanding the phenomenon of the 24/7 news network and its implications. One of the major innovations is the effort to formulate policy recommendations based on research findings. These recommendations aim to assist media practitioners, researchers, and policymakers in addressing the challenges posed by the 24/7 news network, as well as maximizing its positive potential.

## **RESULTS AND DISCUSSION**

### ***Paradigm Change in the Media Industry***

Data obtained from literature studies, interviews and observations show that the adoption of 24/7 news networks has changed the paradigm in the media industry. More media companies are moving away from traditional news models with scheduled print or broadcast editions towards online news platforms that provide continuous, real-time news.

The results of this research indicate that the emergence of 24/7 news networks have significantly changed the paradigm in the media industry. Online news platforms that provide news continuously without stopping have shifted the traditional news model that relies on print editions or scheduled news broadcasts. 24/7 news networks have opened instant and real-time access to news, bringing about a fundamental shift in the way media presents and consumes news.

These findings suggest that the adoption of 24/7 news networks have led to a fundamental shift in the media industry paradigm. Media companies must adapt to a more dynamic and online platform-oriented reporting model to remain relevant in the digital era.

The findings regarding the paradigm shift in the media industry caused by the adoption of 24/7 news networks are closely related to the theoretical framework of the "Media Paradigm." Theories in this framework have helped in understanding how the media has evolved from traditional news models (for example print media and scheduled broadcasts) to online-based models that present news continuously and in real-time.

### ***News Speed and Quality***

Data from interviews with journalists and media editors shows that 24/7 news networks have increased the speed at which news is presented. They have to work quickly to deliver the latest news in minutes or even seconds. However, data also shows that this speed can sometimes reduce time for verification and research, causing less-verified news to spread quickly (Ravenelle et al., 2021) .

This research found that 24/7 news networks have increased the speed of presenting news to the public. News content is presented quickly and instantly, allowing people to access the latest news in seconds (Khan et al., 2022) . However, this speed also creates challenges in maintaining news quality. Pressure to provide news quickly can reduce time for verification and accurate research, increasing the risk of spreading fake news (hoaxes) or poorly verified information (Strasser et al., 2022) .

Speed in providing news is one of the benefits of 24/7 news networks, but these findings also highlight the importance of maintaining the quality and integrity of news. Journalists and editors must adhere to the ethical principles of journalism and not sacrifice accuracy for speed (Rahmanian, 2023) .

The findings regarding speed in presenting news and its impact on news quality are connected to the theoretical framework of "News Theory." Theories in this framework have provided insight into the news creation process in 24/7 news networks and how the pressure to provide fast news can affect the accuracy and reliability of information.

### ***The Role of Multimedia in News Interactivity***

Data from content analysis shows that 24/7 news platforms are more likely to use multimedia content, such as videos, images and infographics, to increase reader engagement. The use of these multimedia elements has increased readers' interactivity with the news, such as providing comments, sharing news, and participating in polls.

24/7 news networks have adopted rich multimedia formats, such as video, images, and interactives, to increase public involvement in the news process (Boczkowski, 2004) . This research shows that 24/7 news platforms that present multimedia content are more interesting and increase public participation in interacting with the news (Sundar, 2000) . Features such as live comments and sharing news on social media have provided opportunities for people to actively participate in spreading their news and opinions (Riskos et al., 2019) .

The use of multimedia content has increased reader engagement with the news and increased public participation in the news process. This shows that 24/7 news platforms have been successful in creating more active interactions between the media and readers (Deuze, 2004) .

Findings about multimedia use in 24/7 news platforms and increased reader interactivity with news relate to the theoretical framework of "Social Media and Societal Interaction." The theories in this framework have helped in understanding how social media and multimedia content increase people's involvement in interacting with news and information.

### ***Social Impact***

Data from community surveys show that 24/7 news networks have changed news consumption patterns. More people rely on smartphones and electronic devices to access news than traditional news sources. Although easy access to news is appreciated, there is a tendency for information fatigue and concerns about the reliability of the news received (Sundar, 2000) .

The research results also reveal the social impact of 24/7 news networks on society. Easy and fast access to news has influenced the way people consume news. People are now more accustomed to accessing news via smartphones and other electronic devices, replacing traditional news sources such as newspapers or television broadcasts. In addition, continuous news consumption patterns can cause information fatigue and other psychological impacts on society (OHMAE, 1995) .

The social impact of 24/7 news networks reflects changes in people's behavior in consuming news. The adoption of smartphones and electronic devices as primary news sources reflects shifting trends in information access. However, information fatigue and concerns about the reliability of news need to be addressed through a thoughtful approach and public education (Schulz et al., 2022) .

Findings regarding the social impact of 24/7 news networks on news consumption patterns and citizen participation relate to the theoretical frameworks of "Social Media and Societal Interaction" and "Media Paradigms." The theories in this framework have helped in understanding how easy and fast access to news through 24/7 news platforms has changed the way society consumes news and interacts with information.

### ***Ethical Challenges of Journalism***

Data from interviews with journalists and media editors identified several ethical challenges journalism faces in the era of 24/7 news networks. They feel that the pressure to present news quickly can disrupt the verification process and cause errors in reporting. Therefore, journalism ethics such as source verification and balance remain the main concerns in presenting news (Saragih, 2021) .

This research also identifies the challenges of journalism ethics faced by journalists and editors in the era of 24/7 news networks (Nasir et al., 2023) . Pressure to provide news quickly can threaten the integrity and accuracy of reporting. The importance of maintaining journalism ethics, such as source verification, balance and objectivity, remains a major concern in presenting news without sacrificing quality and public trust (Ott & Tiozzo, 2022) .

The ethical challenges of journalism in the era of 24/7 news networks require serious attention from media professionals (Jones, 2023) . Ethical journalism practices must remain a priority, including a careful verification process and an emphasis on balanced news (Lestari, 2019) .

The findings regarding the ethical challenges of journalism in the era of 24/7 news networks relate to the theoretical framework of "Ethics of Journalism." Theories in this framework have strengthened understanding of how journalists and newsrooms deal with pressure to present news quickly without sacrificing ethics and accuracy.

### ***Correlations and Implications Between Findings***

The findings on "Paradigm Change in the Media Industry" are closely related to the findings on "Speed and Quality of News." The adoption of 24/7 news networks has led to changes in the way the media industry presents news quickly and continuously. However, this speed also creates challenges in maintaining news quality and accuracy. In a 24/7 news environment, media companies must find a balance between providing news quickly without sacrificing the accuracy and reliability of the information.

The implication of this correlation is the importance of maintaining the quality and integrity of news in a 24/7 news network. Media companies must implement a more careful verification process and ensure news balance in presenting information to readers. In this way, the media industry can take advantage of the speed offered by 24/7 news networks without sacrificing quality and public trust.

The findings regarding "The Role of Multimedia in News Interactivity" and "Social Impact" are related because the use of multimedia and news interactivity have influenced the way people consume news. The use of multimedia content and the ability of readers to actively participate in disseminating news has increased public engagement with information.

The implication of this correlation is that the use of multimedia and interactive features in 24/7 news platforms is an effective strategy for increasing public participation in the news process. Media companies must focus more on using engaging multimedia content and providing features that encourage public interaction and participation. This can increase reader engagement and help overcome information fatigue by providing a more interactive and engaging news experience.

The findings on “Ethical Challenges of Journalism” and “Paradigm Shift in the Media Industry” are interconnected because the pressure to provide fast news can lead to tensions with the ethical principles of journalism. Speed in presenting news can threaten the integrity and accuracy of reporting.

Implications: The implication of this correlation is the importance of increasing awareness and training in journalism ethics for journalists and editors in the era of 24/7 news networks. Media companies must provide sufficient support and resources to ensure ethical journalism practices. Apart from that, media companies must also create a work environment that allows journalists and editors to maintain news quality without excessive pressure to present news quickly.

By understanding the correlation and implications between these findings, media companies can take strategic steps in facing the paradigm shift in the media industry and maximize the positive potential of 24/7 news networks. It is hoped that implementing these steps will help the media industry adapt to changing trends and people's needs in consuming information and news.

### **Research Limitations**

1. **Sample Limitations:** This study may have limitations in terms of the sample used for interviews or community surveys. Limited samples can affect the representativeness and generalization of research results.
2. **Interview Subjectivity:** Interviews with interested parties in the media industry may be affected by the respondent's subjectivity. Individual views and perceptions may not necessarily reflect the views of the entire media industry.
3. **Data Source Limitations:** The data used in this research may be limited to certain sources and may not cover all aspects relevant to the research topic. Data limitations can affect the depth of analysis and interpretation of research results.

Ethical Challenges: Research involving interviews with media industry insiders and public participation must consider ethical issues, such as privacy and data security.

## **CONCLUSION**

From this research, it can be concluded that the emergence of 24/7 news networks has brought about a paradigm shift in the media industry. The novelty of the study lies in the observation of how 24/7 news networks have replaced traditional news reporting models. The conclusion that the adoption of online platforms that provide continuous and real-time news has changed the way people consume news reflects the study's focus on the shifting media paradigm. The study provides new insights into how the speed and accessibility of news has displaced the role of print and broadcast media, a topic that has not been explored in depth before.

The study also highlights the novelty of linking the speed of news delivery to the ethical challenges of journalism. The conclusion that this speed can have an impact on the reliability of information indicates the focus of the study on the ethical and quality aspects of the 24/7 news era. This is an area that has been identified as under-reported in previous studies, and this study makes a new contribution by emphasizing the importance of maintaining news integrity amidst the pressure to deliver news quickly.

The novelty of the study is also reflected in the analysis of the social impact of 24/7 news networks, especially how interactive and multimedia features increase community engagement. This conclusion illustrates the influence of 24/7 news networks on news consumption patterns and how people are increasingly active in sharing and participating in news discussions, a phenomenon that is a new focus of this study. Based on the research findings, several recommendations can be put forward:

1. **Increasing Awareness of Journalism Ethics:** Media companies must provide adequate training and support for journalists and editorial staff in maintaining the integrity and ethics of journalism. The source verification process and news balance must be prioritized in presenting accurate and trustworthy news content.
2. **Diversification of News Sources:** Media companies should strive to diversify news sources and not rely on just one source of information. By diversifying their sources, they can reduce the risk of spreading fake news and increase the diversity of viewpoints presented to the public.

3. Management of Community Engagement: The use of multimedia content and interactive features must be managed wisely to prevent the spread of invalid information or harmful content. Media companies must strengthen oversight and moderation to maintain the integrity and quality of discussions on their news platforms.
4. Public Education: Media companies must play a role in providing education and increasing public media literacy. Teaching the public how to recognize and avoid fake news and the importance of verifying information before sharing it can help address concerns about the reliability of news.
5. Cooperation between the Media Industry and Social Platforms: Media companies and social news platforms must collaborate to improve the integrity and quality of news on online platforms. Increasing cooperation in overcoming fake news and harmful content can have a positive impact on the quality of information received by the public.

Through the implementation of these recommendations, it is hoped that the media industry can face challenges and maximize the positive potential of 24/7 news networks in supporting the development of accountable media and making meaningful contributions to society.

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